THE MINISTER OF STATE OF THE MINISTRY OF WOMEN AND CHILD DEVELOPMENT (SHRIMATI RENUKA CHOWDHURY): (a) to (c) According to census of India 2001 report available on the website- *www.census.india.net* the total number of widows in all age groups in 34289729. The Ministry of Women and Child Development is running the Swadhar Scheme for providing shelter based holistic and integrated services to women in difficult circumstances including destitute widows.

Save the girl child campaign

1665. SHRI T.T.V. DHINAKARAN: Will the Minister of WOMEN AND CHILD DEVELOPMENT be pleased to state:

(a) whether it is proposed to start 'save the girl child' campaign;

(b) if so, the details thereof; and

(c) if not, the reasons therefor?

THE MINISTER OF STATE OF THE MINISTRY OF WOMEN AND CHILD DEVELOPMENT (SHRIMATI RENUKA CHOWDHURY): (a) to (c) As per information furnished by Ministry of Health and Family Welfare, the Government of India launched 'Save the Girl Child Campaign' with a view to lessen son preference by highlighting achievements of young girls. During 2003-04, Sania Mirza was the Brand Ambassador for the 'Save the Girl Child Campaign'. CBSE topper Ms. Aruna Kesavan has been appointed as the Brand Ambassador for the Government's 'Save the Girl Child Campaign', 2004-05. Ms. Joshna Chinappa, Jr. and Sr. National and Asian Squash Champion is the brand Ambassador for 2005-06. Ms. Saina Nehwal, Jun. Badminton Champion, has been selected as the Brand Ambassador for 2006-07.

Prevention of human trafficking

1666. SHRI C. RAMACHANDRAIAH: Will the Minister of WOMEN AND CHILD DEVELOPMENT be pleased to state:

(a) whether the National Commission for Women proposes to spell out a draft integrated plan of action to prevent and combat human trafficking;

(b) if so, whether Government have undertaken any review of the existing policies to present, its point of view regarding the prevention strategies;

(c) if so, the details of the findings and the steps proposed to be initiated to plug the loopholes; and

(d) if not, the reasons therefor?

THE MINISTER OF STATE OF THE MINISTRY OF WOMEN AND CHILD DEVELOPMENT (SHRIMATI RENUKA CHOWDHURY): (a) Yes, Sir.

(b) to (d) The report of the Committee on Prostitution, Child Prostitutes and Children of Prostitutes and Plan of Action to Combat Trafficking and Commercial Sexual Exploitation of Women and Children of 1998 has been reviewed to make it